

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. III. NEW YORK, OCTOBER 22, 1890. No. 17.

IT PAYS TO WAIT

FOR THE BEST.

The American Newspaper Annual

Is the BEST work of its kind.

The Standard Authority

on Newspapers and the places
where they are published.

Eleventh Edition, now on press,

Contains 1890 Census returns.

Price, Five Dollars,

Carriage paid.

Published by N. W. AYER & SON,
NEWSPAPER ADVERTISING AGENTS,
PHILADELPHIA.

See Pages 414, 415 of this issue.

One Distinct Point

About advertisements in *THE LADIES' HOME JOURNAL* is that a position can nearly always be secured next to reading matter ; and so arranged that the eye runs from a story or an article directly into the advertising columns. Thus the best literature is made an agent of the *JOURNAL* advertiser,—an index finger pointing to his "card." An advantage offered by but few periodicals, and by none directly reaching 500,000 prosperous women since

THE LADIES' HOME JOURNAL has the largest circulation of any magazine in the world,

A Journal "Ad" is Never Lost

16,000 answers have been had from a single 50 line advertisement, and 5,000 money replies from a 5 line "card."

CURTIS PUBLISHING CO.
Philadelphia, Pa.

PRINTERS' INK.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. III.

NEW YORK, OCTOBER 22, 1890.

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MANUFACTURED POETRY.

The saying that poets are "born and not made," has more absolute truth in it than the average skeptic might suspect. Poets are born, originally, without a doubt, and quite a number of them are sorry for it. This sorrow is more or less shared by that section of the public which survives the reading of their poetry.

But though unquestionably born, in the strictest sense of the word, poets are also made—by the newspapers and a judicious system of gratuitous advertising. Personal egotism is also a great factor in building up a poetical reputation. It enables one to believe he is causing a stir in the world, when, as a matter of fact, he is not known outside of his boardinghouse, except to his best girl's family and their watchdog.

There was a time when poetry was known as one of the highest, noblest and rarest arts; when the poet was regarded with reverent awe, and looked up to as an inspired being created for the purpose of elevating mankind; when landlord, tailor and creditors in general, would dread the wrath of high heaven if they dared to present a bill to a poet.

But it is not so now—alas, it is not so! The bills that a modern poet owes are presented with the sickening regularity of clockwork; the awe with which his prototype was regarded has given place to suspicion of the modern bard, and the profession he follows is as destitute of inspiration and sublimity as the off-side leg of a cane-seated chair.

In past ages the poet required profound thought, brilliant imagination, and a slice or two of the "divine afflatus"; to-day, a piece of manila paper, a stub pencil, and a facility for occasionally making the ends of sentences rhyme, is all the stock-in-trade his successor needs for setting up in business. The praises of nature and

nature's God are now stale subjects for the poet, so instead he eulogizes Bleachem's Fairy Complexion Soap, and dilates on the sterling qualities of Brownstone's Baking Powder. History was a favorite subject with the ancient poets. Advertising is the best field for the modern bards. Their English may be bad, their spelling faulty, their veracity somewhat doubtful, but if they are talented enough to write—

Shinem's Blacking nought is lacking,
It keeps your boots and shoes from cracking—
why, there is a fortune ahead of them. Maybe it's a long way ahead, and maybe they'll never catch up with it, but the fortune is ahead of them all the same.

Ninety-nine per cent. of the alleged poets of to-day know as much about real poetry as they do about the genealogy of a weakfish. They are rhymesters pure and simple, and magnificently bad ones at that. To manufacture poetry "as she is wrote" nowadays is as easy as backing the wrong horse at the race track. The policy pursued is to look after the rhymes, and let the reason take care of itself.

The poetry maker usually commences at a budding age, and writes knock-kneed sonnets "To Leonora" and "The Moonlight," with occasionally a few yards of overcooked gush about "his heart," and "the love that burns within." The muse has got a strong hold of him about this time, and makes him give utterance to ideas that would be accepted at sight as passports to a lunatic asylum. He dreams of fame, love, glory, romance and all that crowd. Filthy lucre he despises. He hasn't yet reached the unpaid board-bill stage. Several years later you find that same embryo Byron shoveling out rhymed soap advertisements at 50 cents a bushel, and begging a quarter in advance to get a square meal with.

Yet there is no doubt of the fact that the advertising poet must be a

genius. Somewhat of a liar, too, I believe; but he must be a genius. He must be able, at a moment's notice, to write in flowing rhymes about anything—from peanuts to real estate or jewelry; and I respectfully submit that the man who can do this is a genius of the first water.

Poetry, properly so called, contained some new germ of thought beautifully expressed, or even an old, shop-worn thought in appropriate and original clothing. It was metrically written and always rhymed correctly when any pretense at so doing was made.

In these points it differed from the poetry of the present time. The "thought" in modern poetry is seldom good except when stolen, and it is not always stolen with correct taste. It does not seem to matter much either if the lines are a few syllables short, or have as many feet as a centipede. Everything goes in a latter-day poem. The rhymes of modern verse are not always barbaric; but as often as not they are 'way off the bull's-eye. "Clime" is made to sound with "fine," "weather" with "clever," "home" with "alone," and there is generally as much discord in a poem as at a P. M. L. meeting.

I know nominal poets of the present day whose proper avocation should be blacksmithing, or lending a hand at a slaughter-house; but they persist in defaming themselves and bulldozing the reading public by manufacturing semi-rhythmic monstrosities. Their doom is securely sealed, and will be sent, "free from observation," on commission of their next offense. It may be just as well to state, right here, that the writer of this article knows perfectly well what he is talking about, as he has systematically re-upholstered chestnuts in doggerel verse for the past ten years.

JOHN S. GREY.

COME OFF!

AN APPEAL TO THE AUTHOR OF "COME DOWN, COME DOWN, YOU SOARING MUSE."

Come off! come off! you Philadelphia bard,
Twice has your page in PRINTERS' INK been
marred

By rhyming "ads." Invoke the muse no
more!

Hear this advice: When next inclined to soar,
Come off! Come off!

Come off! come off! we pardon your excess
Of zeal in "booming" the Religious Press;
But pray, no more—Let *Yankee Blade* pursue
The evil course in solitude—but you
Come off! Come off!

LAURES DOMINI.

"THOUSANDS OF REPLIES."

Very often a paper will be seen with the announcement, that some particular advertiser has just received so many hundreds, or even thousands of replies to an advertisement inserted in its columns. This announcement is doubtless made with the intention of proving the value of the paper as an advertising medium. But does it do so; and what does the statement really prove to the careful advertiser?

Very rarely is it stated what particular advertisement has produced such voluminous correspondence. If the replies were in answer to an announcement, that "beautiful premiums would be sent free of charge to every one sending his name and address on a postal card," the value of the paper as an advertising medium to the man who has a five dollar article to sell, is not proven. But if the replies were the fruits of an advertisement which requested a dollar to be sent for some useful article, then the value of the paper to the advertiser is proven as well as the class of its readers. Almost any paper will produce a good number of replies to an advertisement that offers great reward for little trouble and no expense; but very few will yield the same amount to an advertisement which asks for the dollars, although full and even more than full value for the money be guaranteed.

It is the paper which yields the money that the advertiser wants, not the paper which is read by a "shopping" class of people, who take as much pleasure in sending for circulars and particulars as they do in going the rounds of the stores asking the price of every article they see. One reply to an advertisement with the cash inclosed is better, as a rule, than ten which ask for circulars and other information.

A large mail does not prove that a profitable business is being done.

While the paper has produced so many replies to some particularly attractive advertisement, not a single reply might be received to the one directly over, under or on either side of it, although offering fully as great inducements. Therefore, the announcement really proves nothing more than the fact that the paper has a circulation which is capable of producing so many replies to the right kind of an advertisement. But it does not prove its value as a general advertising medium.

Before an advertiser is influenced by such an announcement he should carefully study the class of readers, and, if possible, learn what kind of replies might be expected from the paper, whether they would be likely to be orders, or curiosity-gratifying inquiries.

If the paper could state that the advertiser had made so many dollars by inserting an advertisement in its columns, then it would clearly prove its value as an advertising medium; but the mere announcement of a large number of replies having been received does not prove that a single dollar was made; and one can just as readily imagine that the advertiser has wasted all his money for advertising, circulars and postage, as that he has made a profitable investment by inserting his advertisement in a paper which yielded so many replies.

S. E. LEITH.

A CURIOUS COLLECTION OF "WANTS."

PRINTERS' INK has in a former issue referred to the amusing little sketches which the *Rocky Mountain News* prints at the top of its first page every week. Its advertising columns exhibit a similar spirit of enterprise—if this



WANTED A PARTNER

new development in journalism may be so termed. The various sub-divisions of its "Want" advertisements are headed with humorous drawings instead of the proper classification in plain type, as in all other newspapers.



WANTED-AGENTS.

The four illustrations given herewith are only a few of the many amusing cuts to be found in the *News'* advertising columns. In most cases the artist roughly burlesques the idea expressed

in the department heading. For example, the first drawing does not appear over the matrimonial advertisements, as one might be led to expect, but over the announcements of men who want partners in ordinary business undertakings. The sketch of a book-agent exercising his persuasive powers



LOST

is certainly suggestive, but might not be appreciated by all advertisers classified under this head.

Some rather funny situations occur through this illustrative style of heading. "Instruction" is ornamented with a representation of a couple waltzing, which is all right for advertise-



TO LET - FOR HOUSEKEEPING

ments of dancing schools, but hardly appropriate for such a want as the following.

BOARDING SCHOOL FOR GIRLS,
1858 Ogden st., Denver, Colo.; commences September 1; home care; special attention paid to nervous and backward pupils.

THE POETRY FAD.

Here is the way C. E. Hudson & Co., Leominster, Mass., introduced the Little Star Apple Parer which they manufacture. It is a very pretty play upon the nursery jingle, says the *Office*, the first two lines of which are as follows:

"Twinkle, twinkle, 'Little Star,'
How I wonder what you are!"

I'm a little Apple Parer—
Oh, I'm just a little tearer.
I can PARE and CORE, and SLICE,
And you'll think me awful nice.
At the Hardware Store you'll find me,
Just three "quarters" then will buy me.
If your hardware man don't keep me,
Don't with others let him cheat thee,
But send for me direct, or go
To Messrs. C. E. Hudson & Co.,
Leominster, Mass.

A VALUABLE WORK.

PRINTERS' INK has not in the past maintained a regular department of book reviews, for the reason that there are few publications in the advertising line worthy of passing notice. A volume has just come to hand, however, which has proved quite entertaining, and which we may truthfully say voices our own opinions on the topics treated of with great exactness. The publication referred to is the "Pacific States Newspaper Directory," published by Messrs. Palmer & Rey, advertising agents, of San Francisco and New York. Although we observe that the book has been copyrighted, we feel at liberty to make a few quotations from its pages, giving its publishers, of course, full credit. In order to show how closely our own views coincide with those of the San Francisco firm, we print side by side selections from a circular issued by Messrs. Geo. P. Rowell & Co. some seven years ago:

GEO. P. ROWELL PALMER & REY,
& CO., 1883. 1890.

To Business Men.

*** Those who require the services of the Advertising Agency may be found in every path of business. Proprietors of patent medicines, persons who have patent rights, books or other articles to sell, whether through canvassers, peddlers, or otherwise. States or railroad companies wishing to attract settlers to desirable but unoccupied lands; bankers who sell railroad and other investment bonds. Newspapers announce their prospectuses and desirable premiums. Steamships advertise excursions or reduced fares. Summer resorts issue announcements to attract visitors. Educational institutions seek pupils. Business men want skilled workmen or assistants. Clerks and others desire situations. Brothers, husband, and sons disappear, and must be advertised for in the cities where they were last heard of. New corporations seek stockholders who have money to invest. Through the entire round of affairs adver-

To Business Men and Advertisers.

In every branch of business may be found those who require the service of the Advertising Bureau: States or railroad companies wishing to attract settlers to unoccupied but desirable lands; bankers, who wish to sell investment bonds; proprietors of patent medicines; persons who have patent rights, books and other articles to sell, whether through canvassers or otherwise; publishers of newspapers announce their prospectuses and premiums offered; steamships and railroads advertise excursions; pleasure resorts announce their attractions; schools and colleges seek students; clerks and bookkeepers desire positions; business men and manufacturers want skilled workmen and assistants; new corporations seek stockholders with money to invest; in fact, advertising has to be brought into all the rounds of business.

tising has to be brought into frequent requisition.

It often happens that men who never expended a dollar for advertising suddenly find themselves obliged to make a considerable outlay without time for deliberation, or the possession of any knowledge of the methods to be employed. It is for the benefit of these that advertising agents exist.

The proprietor of a newspaper, the clerk in his employ, the special canvasser who represents him, is never the proper person to whom an advertiser should apply for information about the best medium for spreading abroad his announcement. From the nature of the case there is but one reply to be expected, namely: "Advertise in our paper." They do not possess, and it is not their business to possess, the peculiar information about a competing journal which may make it the more economical medium through which the advertiser may accomplish the purpose he has in view.

Editorial in PRINTERS' INK, March 12, 1890.

Variable Rates.

In the matter of prices for advertising space, newspapers are in classes. There are those who have a fixed schedule of charges, from which they do not deviate. There are others who have schedule rates from which they will not vary much, unless the order is specially desirable, either on account of its amount, character or the influence it will perhaps exert on other advertisers. A third class is composed of newspapers which take advertising, as a rule, on the best terms they can get.

*** The great newspapers, those best established and most prosperous, are largely of the first class. For a small advertisement for a week these papers are generally very cheap—considering

It not unfrequently occurs that men who have never before tried it find themselves compelled to make a large outlay, without time to deliberate or knowledge of the best methods to be employed. Here comes in the benefit of the Advertising Bureau.

The proper person to whom an advertiser should apply for information as to the best medium through which to make his announcement is neither the proprietor of a newspaper, his clerk, nor the special canvasser who represents him. The natural and only reply in such cases is: "Advertise in our paper." Neither of them possesses, nor is he expected to possess, information about a competing journal which may make it much the more economical medium through which to accomplish the advertiser's purpose.

Why Prices Vary.

In the matter of prices for advertising space newspapers are in classes.

There are those who have a fixed schedule of charges from which they do not deviate.

There are others who have schedule rates from which they will not vary much, unless the order is specially desirable, either on account of its amount, character or the influence it will perhaps exert on other advertisers.

A third class is composed of newspapers which take advertising as a rule on the best terms they can get.

The great newspapers, those best established and most prosperous, are largely of the first class. For a small advertisement for a week these papers are generally very cheap (considering cir-

circulation and influence. They have so much short-time advertising, which goes in at full rates, that they have little space to spare at a reduced price, and consequently hold out small inducement to advertisers to make yearly contracts. The number of newspapers of this class is small.

So many things influence the price of an advertisement in the large class of newspapers which have a sliding scale of charge, that for an advertising agent to promise an advertiser in advance exactly what he will do, he must charge enough to cover contingencies. Advertising has often been procured for \$50 which could not have been promised for \$50.

These parallel passages might be extended indefinitely through chapters expressing Messrs. Palmer & Rey's views on "The service we propose to render the advertiser," corresponding with Messrs. Rowell & Co's opinions on "The nature of the service which it is our business to render the advertiser;" "The object of our bureau" as against "The object of our establishment," "Our compensation" as against "Our remuneration," etc., etc. But we have quoted enough to prove that we are entirely sincere in giving a hearty indorsement to the sentiments of Messrs. Palmer & Rey as expressed in their valuable hand-book. The copyrighting of their work was a thoughtful precaution, as there are men in the advertising business who do not hesitate to borrow the brains of others without as much as a "by your leave."

As advertising is one of the admittedly great modern discoveries in the world of business, worthy to be ranked with steam and electricity for the transformations it has wrought in its own rightful realm, so must it be taken out of the undisciplined hands of clerkly amateurs and confidential correspondents, and given over to the counsel and direction of experienced agents and skilled professionals. — *Thomas H. Cahill.*

circulation and influence) and rather dear for a large one to go in by the year. They have so much short-time advertising which goes in at full rates that they have no space to spare at a reduced price, and consequently hold out very little, if any, inducement to advertisers to make yearly contracts. The number of newspapers of this class is small.

What we wish to make plain is, that so many things influence the price of an advertisement in the very large class of newspapers which use a sliding scale of charge that to promise an advertiser in advance exactly what we will do, we are obliged to charge enough to cover contingencies. We have sometimes procured advertising for \$50 which we should not have been willing to promise for \$50.

A HALF HOUR WITH AN AUTHOR.

"Well," said Mr. Attie, as he restored the fluidity of his ink by the addition of a few drops of Croton, and sharpened the point of his pen on a piece of emery paper; "There's that advertisement to write for the tooth-wash people; only twenty-five lines; a man can't spread himself much in that space; but it has got to be done, so here goes:

"SEA-FOAM TOOTH-WASH.

"One might almost imagine that this peerless Dentifrice had acquired its delicate aroma and agreeable fragrance from the radiant person of the Cyprian Venus as she rose like a goddess from the pellucid depths of the sparkling sea. It is pleasant to use, does not scratch the enamel, effectually prevents dandruff; and a few applications will immediately start a beautiful growth of fine glossy hair on the tee—(No; hold on. That's from my circular on 'The Bald-headed Man's Own Hair Restorer.' Start again.) It produces white pearly teeth and will not injure the most costly fabric. A shampoo with this delightful—(No, that's 'Bif-fin's Soap:' where was I?)

"It produces white pearly teeth and ruby gums, which will stand more service than any other brand and will not crack nor become rotten—(Whoa! Off the track. Strange how 'gums' suggested 'Iron-Clad Overshoes.') It gives pure breath and a fresh, wholesome taste in the mouth and is especially adapted to stout fleshy ladies who require a comfortable easy corset—(Whew! that won't do. I'll try once more.) It removes all tartar and scruff, and completely arrests the progress of decay, heaves, wind-gall, ring-bone, and spavin—(What rot; this is no Condition Powder. Well, *nil desperandum*. Here goes.) It imparts a brilliant polish to the surface of the teeth and renders smiling a luxury; while its entire freedom from fusil oil or other deleterious ingredients makes it one of the most healthful bev—(Slowly, old man; you're rattled to-night. What's the connection between 'smiling,' and 'Mackey's Pure Rye Whiskey.' Anyhow, that last break makes me thirsty. Confound it! A man can't write when the muse is obstinate. I'll go around to 'Billy's' and see if I can find some of the boys.)"—*Brooklyn Life.*

ADVERTISING THROUGH AGENTS.

When you wish to purchase a collar, necktie, shirt, or entire outfit of furnishing goods, why do you go to the harberdashers' instead of sending to the original manufacturers of the various articles?

When the harberdasher wishes to replenish his stock of goods, why does he go to the big New York jobbing houses instead of dealing direct with the manufacturers of the various articles wanted?

When you build a house why do you go to an experienced builder and contractor and bargain with him to attend to the entire job, instead of purchasing your own lumber, bricks and supplies, hiring your men and looking after your own building?

And again, when a merchant becomes involved in a law suit, why does he employ the services of a lawyer instead of handling his own case?

The reasons involved in the foregoing questions are many and of vital importance. Saving of time, opportunity for selection, benefit of experience, and saving of money, are but a few of the many and most important ones. And every one of these reasons exists in favor of the advertiser, be he large or small, placing his business through a reputable and experienced agency.

A merchant wants to advertise in other cities, and wishes it done at once. To write the papers for rates, providing he knows the best ones to write, and get replies from them requires time, and frequently a great deal of time, as many publishers are very slow about answering letters. And the trouble involved and time required are increased in proportion to the number of papers wanted. By resorting to a reliable agency the merchant, in a few moments, can select his paper or papers to any number, with a full knowledge of the different ones published and their approximate circulations, learn the exact cost of same, and have his advertisement forwarded the same day, with the assurance that the business will be executed with least possible delay.

Having a large stock to select from is frequently of as much benefit to the advertiser in selecting his mediums as it is to the retailer in selecting his assortment from the jobbers' stock. A

well informed and equipped advertising agent possesses all the important data and information relative to the large majority of publications, besides having copies of the principal ones on file.

Like the competent builder and contractor in his profession, the conscientious and expert advertising agent, by his acquaintance with and knowledge of the best advertising mediums, by his ability to design attractive advertisements, and by innumerable points obtained through years of study and experience, is enabled to serve the advertiser to his decided benefit. There is undoubtedly a vast amount of money wasted in advertising through the inexperience or lack of judgment of advertisers. Take up any periodical and examine the advertisements, and you will find the majority of them are so worded, arranged or displayed, that they would not be read if even noticed.

The advertising agent not only furnishes expert service to the advertiser without cost to him, but saves him money. Unlike the lawyer, the agent is not paid for his services by the merchant; but like the lawyer, the most expert and reliable agent is of the greatest value and saving to him. This saving made by dealing with an agent is not always through his making the lowest price, but may be through some valuable advice as to the best mediums to use, the best manner of arranging and displaying the advertisement, and by looking after it to see that full value is given.

In short, the reasons existing for advertisers placing their business in the hands of expert, reliable and conscientious agents, are as many and as important as exist for the mill owner, ignorant of machinery, to hire an engineer, or the invalid so secure the services of an expert physician.—*A. L. Pope.*

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In the case of the supply and demand law, it is not so easy a matter to say how far advertising helps demand to create supply, or, on the other hand, helps supply to create demand. Yet it is undeniable that it alternately works for both sides, as occasion requires, and so becomes a constant and powerful factor in the markets set up by trade.—*T. H. Cahill.*

—◆◆◆
DULLNESS in an advertisement is unpardonable. To repeat is fatal to success.—*H. B. King & Bro.*

A CRITICISM.

There are two kinds of advertising which are being run into the ground, and of which the public is getting very, very weary. Both methods are much affected by self-styled "advertising experts." The one may be termed the "impertinently familiar" method, in which the advertiser takes the customer on his knee, so to speak, and with much bad grammar gives his unsolicited advice, at the same time praising himself in a fashion which would only be possible with a born vulgarian. This style of advertising is set in plain type, with wide spacing and double leads. When John Smith goes to this brand of "expert" to have an advertisement written, he gets something like this:

You wear shoes? We all wear two shoes unless we have a wooden leg. There are shoes and shoes. The best shoes are the cheapest; but perhaps you can't afford to buy the best, so we keep all kinds. Come and look at 'em. A man don't have to buy unless he wants to. We'll show you the finest assortment in shoes in Slowville. If you don't want shoes, or if your wife don't, your baby probably does. It is a bad thing for children to go barefoot. Our store is No. 10 Fossil street, and we keep open evenings, so that, if you work in a factory, you can drop in on your way to the meeting of the Hose Co.

This may seem like an exaggeration, but look at the advertising pages of the *Century* and decide for yourself if it does not follow the model pretty closely. If an ingenious scheme were to be devised for the purpose of driving away custom and disgusting would-be purchasers, I could not suggest a better one.

The other perennial nuisance is the illustrated advertisement. The illustrated advertisement is not a new idea. For years old-fashioned newspapers have been in the habit of decorating their advertising columns with little cuts of impossible houses, steamboats and things. It is only a new development of the same old scheme. Pears' Soap was the first concern to bring genuine art to the uses of advertising, and their example has been followed by hundreds with greater or less success. There is no doubt that an appropriate and well-drawn picture increases the effectiveness of an advertisement. But it is equally certain that the idiotic sketches which seem to be inserted simply for the purpose of occupying space give rise to grave doubts as to the advertiser's sanity. Especially is this the case when an attempt is made to "illustrate" a

pointless dialogue. The picture without art and the dialogue without wit can but give the possible purchaser a poor idea of the advertiser's intelligence. The time is ripe for some new advertising fashion, and the man who introduces it has a comfortable fortune within his grasp. Here is the chance for a brainy newspaper man.—*Journalist*.

AN ODD ERROR.

An odd typographical error was committed in printing the September number of *Harper's*, says the *New York Star*. On page 520 is a two-stanza poem by Harry Hall, entitled "Poets—a Poem." The compositor in setting up this poem printed the second stanza first and the first second. It seemed to read all right this way and the proof-reader passed it as printed. A large number of copies of the magazine were bound before the error was discovered. At this juncture one of the editors discovered the mistake. To tear apart and rebound the books would make the publishers late in getting the magazine out. They especially desired to avoid this. The author was telegraphed and asked if he would allow the poem to remain as printed. His answer was, "Emphatically no." Finally, a new sheet was printed and pasted in the already bound books. The work is so neatly done that it is with great difficulty one can find the pasted sheet.

THE newspaper constitutes the long and powerful advertising lever, without which the modern art of effective publicity would soon decay and perish. People generally think the newspaper, is established as an institution for the sole purpose of collecting and disseminating current intelligence. It may have been principally so at the start, but it clearly is so no longer, and is never likely to be again. When we deliberately assert that the newspaper is the agent and servant chiefly of the advertising spirit, which is the breath of life to the whole body of business, we mean to say that but for the advertisement the newspaper would enjoy comparatively no existence at all. In the estimation of the newspaper manager, columns of advertising rank out of sight of news in point of solid value. He well understands where the reliable supports of his business prosperity lie.—*T. H. Cahill*.

THE FIRST ISSUE OF A
BIG DAILY.

The first issue of the *Sun* was published on Thursday, September 3, 1833. It is four pages, nearly 12 inches long by 9 inches wide, and sold for a cent. In the publisher's announcement the following statement is made: "The object of this paper is to lay before the public, at a price within the means of every one, all the news of the day, and at the same time afford an advantageous medium for advertising. The sheet will be enlarged as soon as the increase of advertisements requires it, the price remaining the same." Following the publisher's announcement in the first column are advertisements of foreign and domestic steamboats, the first one reading as follows: "For Albany. Passage only \$1. The large and commodious steamer, Commerce, Captain R. H. Fitch, will leave the foot of Courtlandt street on Friday, at 5 o'clock P. M., for Albany, stopping at the usual landing places to land and receive passengers. For particulars apply to the captain on board. Regular days from New York, Mondays, Wednesdays, Fridays; from Albany, Tuesdays, Thursdays and Saturdays."

On the first page of the first number appears the following curious bit under the head "Wonders of Littleness:" "Pliny and Elian relate that Myrmecides wrought out of ivory a chariot with four wheels and four horses, and a ship with all its tackling, both in so small a compass that a bee could hide either with its wings. Nor should we doubt this when we find it recorded in English history on less questionable authority that in the twentieth year of Queen Elizabeth's reign a blacksmith of London, of the name of Mark Scaliot, made a lock of iron, steel and brass, of eleven pieces, and a pipe key, all of which only weighed one grain. Scaliot also made a chain of gold of forty-three links, which he fastened to the lock and key, and put it round the neck of a flea, which drew the whole with perfect ease. The chain, key, lock and flea altogether weighed but one grain and a half."—*Ex.*

THERE is no necessity for arguing the question of whether advertising pays or not. If you think it don't, take in your signs and pull down the blinds. Keep quiet—the goose may lay a golden egg in your woodshed!—*Ex.*

BOILING DOWN.

The following remarks about "boiling down" in daily newspaper work, clipped from one of the dailies, can be read so as to apply to advertising matters as well. Advertising, like news items, must be suited to the taste and arranged to capture the fancy of the multitude in order to be profitable:

Some good people who find their newspaper too big, mislead themselves with a belief that its contents might suit them better if boiled down. Perhaps they have not reflected that food can be concentrated to a point where it is no longer susceptible of digestion. The animal stomach will not perform its functions without a certain distension. It must be within nearly every one's experience to have taken up a treatise stuffed with what are called facts. They may have been statistical or any other kind of facts on a subject that interested him. He will have proceeded to master a portion of these facts, and especially to charge his mind with some two or three leading ones. He has experienced a gratifying sense of acquisition. Yet, at the present moment, his mind is a blank so far as they are concerned. The facts were not digested. They were offered in a form too concentrated for the digestive process to operate on.

The reading done by most of the people who think they want their newspaper boiled down is of this sort, as can easily be shown them. Such people do, as a matter of fact, read a great part of their news in the headlines only. These headlines represent the residuum after the one boiled-down product has undergone distillation. It is the quintessence of the matter. This reader will read through the paragraphs relating to those subjects only which are commended specially to his interest by the headlines. Now, he will admit, if candid, that the whole body of headlines leaves no impression whatever on his mind—no more than water does on the rock it runs over; it only wets it. The shorter paragraphs he reads leave next to none. What he does retain something of is the matter that occupies from a quarter of a column upward.

If he ask why, then, so much of the paper is given up to short items, the answer is, that many of them are prepared in obedience to his own demand. He really wants but very, very few of them, but he thinks he wants them, and wants them all. Time was, he tasted them. He doesn't taste them now; his palate is callous; for him they are chopped straw; but out of mere force of habit he will have them. Occasionally, a reader of this sort reads a short story. Let him be honest and admit that out of that story he will assimilate more—that is, he will get more that becomes a permanent part of his mental outfit—than his ordinary way of reading furnishes him out of ten newspapers. There are many classes of readers whose mental habits are as the poles asunder. The interesting thing is, that it occurs to so few of them to question the exclusive reasonableness of their own habit.—*Office.*

IN French newspaper slang "bouillon" (soup) means the portion of any day's issue that remains unsold. This appears to be the derivation of "in the soup."—*Toronto Globe.*

Correspondence.

CO-OPERATIVE SHEETS NOT
BADLY PRINTED.A. N. KELLOGG NEWSPAPER COMPANY, {
NEW YORK, Oct. 10, 1890. }

Editor of PRINTERS' INK:

Our attention has been called to a brief quotation in your issue of October 8, from the *Artist Printer*, headed "Is This So?" in which that publication states that it is a fact, long since come to their notice, that the editions sent out nowadays by the patent-inside printers do not compare in typographic excellence with those printed ten or twenty years ago; and they fear, if this retrogression keeps up much longer, some of the country newspapers will show better composition and press work on the home side than on the side furnished by what they term the "patent house."

Twenty years ago there were comparatively few firms besides our own engaged in this business, but within the past ten years very considerable cheap competition has sprung into existence, and it is quite likely that the *Artist Printer* bases his estimate of the depreciation of typographic excellence upon his observation of the matter furnished by some of these houses. However that may be, we shall not undertake to say, but so far as our own conduct of the business is concerned, we feel that it is but justice to note that for the past twenty-five years we have spared no expense in keeping the typographical excellence of the auxiliary sheets, furnished by our various houses, fully up to the high standard originally adopted by A. N. Kellogg.

Indeed, it is true to state that we have even progressed beyond that standard, and are to-day furnishing infinitely better matter, in much greater variety, with better typography and press work than ever before in the history of this business.

A. N. KELLOGG NEWSPAPER CO.

ARE "READING NOTICES" A FRAUD
ON READERS?OFFICE OF EVENING CHRONICLE, {
ST. LOUIS, Oct. 10, 1890. }

Editor of PRINTERS' INK:

First permit me to say that your little publication furnishes me more interesting and profitable reading matter than any other journalistic periodical. PRINTERS' INK is an everyday handbook of infinite value to both advertiser, solicitor, and writer.

Now, I want to differ with your able correspondent, J. E. Powers, in the opinion he has expressed relative to "reading notices," from the publisher's side. Reputable newspapers can, and do, publish "reading notices" without lending themselves to a fraud. Print such notices in type distinct from the local and news departments, and I care not how ingeniously they may be written "to catch." Many advertisers believe it the most advantageous way to advertise—fraud being neither intended nor thought of. Charge them good rates and get them; but don't refuse to publish them simply because in some instances dishonest advertisers have taken advantage of weak publishers and prostituted the reading columns.

Now, a word to country publishers. The average country merchant does not know how to write an advertisement, nor does he appreciate the importance of frequently changing the matter. My invariable rule, while pub-

lishing a weekly newspaper, was to request frequent changes in the advertisements; and when a merchant pleaded "no time," or "had nothing new," I would write an advertisement for him. The result brought him customers when he expected none; gave him greater faith in advertising, and better still, induced other merchants to advertise to keep up with their active rival. If this plan were followed carefully by country publishers, who now bemoan the limited patronage they are now receiving, they would in twelve months' time find that their revenue from advertising had increased from 50 to 100 per cent.

J. BART. PARKER.

A NERVY ADVERTISING MAN.

From the *New York Sun*.

An advertising man in Dublin has won a wager of \$500 by drinking a bottle of champagne in the lions' cage of a menagerie. Probably the lions recognized the fact that the feat was an advertisement for the show. But it requires more courage to drink some of the champagne that is in circulation now than to beard the lion in his den.

A CHICAGO JOURNALIST CONTEM-
PLATES MATRIMONY.From *Chicago Figaro*.

Miss Mattie Hester is United States mail-carrier over the route from Condar, Laurens County, to Lothair, Montgomery County, Georgia, a distance of forty miles through a sparsely settled region, which she traverses three times a week. She drives her own mail cart, carries a revolver, and is punctual as the sun at all seasons and in all weathers. Besides transporting the mails, she manages a farm, gets out lumber, splits fence rails, and contrives to support a widowed mother, two younger sisters and a brother, while she is not yet twenty years of age.—*Harper's Bazar*.

We telegraphed her an offer of marriage, but have received no answer at this writing. This is the kind of girl we want for a wife. Anybody knowing such another will receive our thanks, if they will send her address.

WANTS.

Advertisements under this head 25 cents a line

WANTED—Special New York advertising agent for established household monthly. Address Publisher, P. O. Box 652 New York.

WANTED—A pressman to run a double cylinder press on afternoon paper; must be first class; one who understands job printing preferred. Address "Press," Lynn, Mass.

WANTED—Man to take charge of advertising in large dry-goods house in Kansas City. None but experienced man, with best references, need apply. Address DRY GOODS, Star office, Kansas City, Mo.

ADVERTISING manager of large house will take charge of advertising department of New York or Brooklyn firm when forenoons only are required. Highest references from present employers. ELY, PRINTERS' INK.

EVERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

NEWSPAPER CIRCULATION ITEM.*From the Dallas News.*

Figures do not lie but liars sometimes figure.

TO AN ANXIOUS INQUIRER.*From the Agents' Guide.*Theophilus Muggs—No, Theo., we never expect to issue the *Guide* weekly. There are too many weeklies already.**ADVERTISING SIXTY-FOUR YEARS AGO.***From the New London Day.*

A copy of *The Yankee*, a four-column weekly paper, published in Stonington, date July 19, 1866, has been handed into *The Day* office. The editor notices his intention of enlarging the paper, and like his brethren of a later date, devotes considerable space to urging the merchants of his town to wake up and advertise. *The Yankee* appears to have had but little patronage from advertisers, little more than three of its sixteen columns being filled up with advertisements.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

20TH CENTURY.**N.** Y. *Argosy*, 114,000 w.**A** LLEN'S LISTS are strong.**F** ARMERS' CALL, Quincy, Ill.**E** LECTROTYPES. See page 417.**C** HRISTMAS "JUDGE," only one such.**B** ELFORD'S MAGAZINE—For the South.**N** EW HAVEN NEWS.—Best advertising medium.**S** AN FRANCISCO BULLETIN is read by the purchasing class.**Y** OUTH'S LEADER, New Haven, Ct. 25,000 m. 15 cents per line.**S** AN FRANCISCO CALL has the most "Want" advertisements.**T** HE NEWS—Largest circulation in Kingston, Ont. Over 2,000 daily.**S** AN FRANCISCO CALL is the best morning newspaper in California.**S** AN FRANCISCO CALL is the people's medium and a family paper.**S** AN FRANCISCO BULLETIN, the leading Evening Paper of California.**S** AN FRANCISCO BULLETIN has the largest bona fide circulation.**S** AN FRANCISCO CALL is unequalled in circulation, character and influence.**N** EW HAVEN NEWS.—Guaranteed largest morning circulation in Connecticut.**T** HE Chicago Tribune says: "The SEATTLE PRESS is a journalistic 'Pathfinder.'"**L** ADIES' HOME MAGAZINE, Philadelphia, Pa., is read by women only. 15c. a line.**T** HE HOUSEHOLD PILOT, New Haven. Monthly circulation over 20,000 copies.**T** RIAL ADs, one cent per line, of seven words. THE TIMES, Rushsylvania, O.**T** HE MODERN QUEEN, New Haven. 16 pages. Monthly circulation over 50,000.**S** AN FRANCISCO CALL, estab. 1833; actual circulation; D. 49,380; S. 51,210; W. 22,846.**W** ORLD-WIDE MISSIONS. 125,000 and upwards m'thly. Sworn. Address Chicago.**O** WN A NEWSPAPER.—No type necessary. N. Y. NE WPAPER UNION, N. Y.**S** EATTLE PRESS's circulation increased 600 per cent. from Aug., 1899, to Aug., 1900.**C** HRISTMAS "JUDGE." Advertising pages in colors. To press Nov. 28. Get on board quickly.**A** RT IN ADVERTISING.—3 months for 25c. \$1.00 per year. 33 and 37 Frankfort St., New York.**T** HE Washington Democrat says the SEATTLE PRESS is the best evening paper on the Pacific coast.**D** OCTORS read THE THERAPEUTIC ANALYST. Contains the best medical literature. Guaranteed issue over 5,000 m.**I** F I had but \$1,000.00 to expend in advertising, I would expend it all in Allen's Lists.—Frank Finch, Sedgman, Clyde, New York.**M** ARYLAND FARMER, Baltimore, Md. Purchased, enlarged, improved. Its field the best. BARRETT C. CATLIN, Publisher.**W** HAT the Boston Transcript, New York Post, and Philadelphia Telegraph are to the East the SEATTLE PRESS is to the Pacific coast.**I** WRITE 4 AD'S FOR ONE \$. Lack of style is waste of ink. State the space and what you want. D. T. MALLETT, Writer, New Haven, Conn.**P** APER DEALERS.—M. Plummer & Co., of 161 William St., New York, will fill any order for paper—from half a quire to thousand-ton lots.**C** HRISTMAS "JUDGE." A dream of beauty in blue and gold. Get copy in before Nov. 15th. Write WILLET P. COOK, Advertising Manager, for rates, etc.**S** CIENCE, published at New York, N. Y., is one of a select list of journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium.**A** DVERTISEMENTS received for leading American newspapers. Files kept three months for examination by advertisers. Address GEO. P. ROWELL & CO., New York.**T** HE PERFECT ADVERTISING RECORD is needed in every live newspaper office. Desirable new features. Send for circular. W. A. KING, St. Stephen's Hall, Buffalo, N. Y.**N** ATIONAL TRIBUNE is the only paper published at Washington, D. C. to which the American Newspaper Directory for 1890 accords a regular circulation exceeding 100,000 copies each issue.**A** DVERTISERS, wishing to reach the prosperous classes in the best section of Vermont, should advertise in THE BURLINGTON (Vt.) CLIPPER. Send now for sample copy and special rates.**T** HE WEEKLY WITNESS, New York City, is one of the 43 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 50,000 and 75,000 copies each issue.**A** LBANY MORNING EXPRESS, Albany, N. Y.—Everybody in vicinity of Albany reads it. Favorite with advertisers. Largest circulation of any morning paper at the Capital. Rates reasonable.**A** DVERTISERS and printers should send ten cents to THE J. E. MANGAN PRINTING COMPANY, 107-11 Locust St., St. Louis, for their Catalogue of Art Ornaments, which contains over 500 designs and ideas.

THE VOICE, published in New York City, is one of the 33 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

THE PHARMACEUTICAL ERA, published at Detroit, Mich., is one of a select list of pharmaceutical journals recommended by Geo. P. Rowell & Co. The ERA has the largest circulation of any journal to the drug trade.

20TH CENTURY (N. Y. City). The weekly Radical Magazine. The Medium of the Radicals and Progressive of the U. S. and Canada, in religious and social reform. Their home journal. Why not appeal to these classes direct?

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: GEO. P. ROWELL & CO., Publishers No. 10 Spruce St., New York.

THE sworn circulation of **THE ARKANSAS METHODIST**, published at Little Rock, is fifty per cent. larger than that of any other paper, religious or political, in the State. It is the Official Organ of all the Conferences in the State. BENNETT & THORNBURG, Publishers.

THE ACCOUNTANT is the only paper west of the Mississippi devoted entirely to the interests of bookkeepers and office workers. Advertisers desiring to reach this class will find **THE ACCOUNTANT** an excellent medium. Address **THE ACCOUNTANT CO.**, Des Moines, Iowa.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$100 he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

THANKSGIVING and Xmas numbers of **MONTHLY GUEST**, Cooperstown, N. Y., will contain many special features. Printed on extra fine paper. Circulation over 100,000 each issue. Rates, 50c. per agate line per month. Space being rapidly taken. Forms close Oct. 25th and Nov. 30th, respectively.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory; a book of 1,450 pages, price \$5. G. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

TEXAS FARM AND RANCH, a semi-monthly published at Dallas, has, according to the American Newspaper Directory for 1890, by far the largest circulation of any agricultural or horticultural printed in the State of Texas. Eastern Office—22 Times Building, New York. J. C. BUSH, Manager.

THE ARGOSY, New York, a high grade, illustrated family weekly (32 pages), is one of 35 publications that, according to a list published by Geo. P. Rowell & Co., circulate between 75,000 and 100,000 copies each issue. 7th average is 114,000. Advertising, 6 cents per line, with discounts for amounts.

THE MEDICAL WORLD (Philadelphia) has a circulation larger than that of any other medical journal in the world. Its books, press rooms and binding rooms are open to inspection at any and all times. Shows all kinds of proof of circulation and invites comparison with any other medical journal.

NORWICH, CONNECTICUT.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country. — *the newspapers in each place that gives the advertiser the most for his money.* On this list **THE BULLETIN**, Daily and Weekly, is named for Norwich.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

ADVERTISING IN GERMAN NEWSPAPERS throughout the United States and Canada carefully executed, at favorable prices, and with every advantage as to position, display, changes, etc., by GEO. P. ROWELL & CO., 10 Spruce St., New York City. A complete List of all German Newspapers, with circulation of each, in pamphlet form, sent on receipt of 10 cents.

CHRONICLE, Augusta, Ga.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. **THE CHRONICLE**, of Augusta, Ga., is included in this list.

PICAYUNE, New Orleans, La.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. **THE PICAYUNE**, of New Orleans, La., is included in this list.

ONE of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best service you can for me for \$5,000." He left every detail to us. There is no more expensive luxury for an advertiser to indulge in than to let his agent's hands by getting him to tell in advance exactly what he will do. GEO. P. ROWELL & CO., 10 Spruce St., New York.

UNION AND ADVERTISER, Rochester, N. Y.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. The Rochester Union is included in this list.

OHIO STATE JOURNAL.—The American Newspaper Directory and all other authorities on newspapers say that **THE OHIO STATE JOURNAL** is the leading newspaper in Columbus, Ohio, a growing and important city of ninety thousand. The circulation of the Daily averaged 12,500 for the past three months. The Sunday edition averaged 15,000 for the same period. Be sure to include it with your list.

THE LEADER, Daily and Weekly, Springfield, Mo., is acknowledged to be the best family newspaper in the Southwest. It is therefore the most valuable advertising medium. A glance at **THE LEADER** will substantiate this fact. Being a member of the Trans-Mississippi Associated Press, the news of the world is furnished daily. **THE LEADER** solicits advertising from all reliable agents and the public generally. CHAMBERS & KENNEDY.


THE WEATHERFORD (Texas) CONSTITUTION was established June 6, 1888, Jan. 1, 1889, it had a circulation of 1,000; Jan. 1, 1890, 2,000; July 1, 1890, 3,000; Sept. 1, 1890, 4,320. Jan. 2, 1891, it will be 10,000. Send for a copy of **THE CONSTITUTION** (Daily and Weekly). You can't help but acknowledge, if you read it, that it is one of the best papers in the South; it is doubtful if you ever read a more interesting weekly paper. This paper is being improved every week, and its circulation is being pushed more vigorously as it improves. In Texas there is room for a weekly paper to become a State paper. No general newspaper in the State now claims a circulation of over 15,000. If you put an advertisement in **THE CONSTITUTION** now, at present rate for one year, the possibility is that before the year is out it will be going into twenty-five or thirty thousand families and read by 150,000 people. WM. F. BECK.

"The road to fortune is through PRINTERS' INK."—P. T. BARNUM.

Before
CONTRACTS ARE
PLACED
FOR
Winter Advertising

YOU SHOULD BRING
THE MERITS
OF
Your Paper
TO THE
Notice of Advertisers.

Printers' Ink offers you a good medium for reaching **20,000** of them each week.

 **REMEMBER** that all the successful newspapers from the New York **WORLD** down owe their success largely to the fact that they have been intelligently and persistently advertised.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, OCTOBER 22, 1890.

THE practice among large out-of-town papers of establishing a branch office in New York is rapidly gaining headway. The latest to enter this field is the Nashville *Banner*, which has opened an office at 196 Broadway, with Mr. C. C. Murphy in charge.

A WESTERN man writing to this office for information about advertising says: "I am starting an asthma cure," and then adds with a frankness which it is to be hoped will characterize his newspaper announcements: "It won't remove corns or make the hair grow."

THE distribution of circulars and samples has come to be quite an industry by itself. Advertisers who are not satisfied, as of yore, to send their announcements to addresses taken from some old directory now engage these agencies to do their work for them. This field is by no means thoroughly covered as yet, but new concerns are rapidly being organized.

ONE of the most difficult jobs that comes in a canvasser's way, is securing advertisements for the first issue of a new paper. Advertisers have become so used to seeing new papers started and shortly afterwards sink out of existence, that they have become rather skeptical in regard to new journalistic enterprises. A new Western paper, the Kansas City *Evening Times*, makes a showing of twenty columns and a half of advertising for its first issue, which is all the more remarkable for the fact that this is entirely local. As a rule, however, to secure any sort of an

advertising patronage for a first issue means a great deal of hard work for the publisher, and oftentimes very material concessions in the way of discounts, etc.

AN unusually candid publication called *Farm Fun* sends a circular to advertisers in which occurs this highly complimentary passage: "Our thoughts settled upon you as a party who might be sucker enough to buy a little space in our monthly budget of rural humor." This delicate method of canvassing ought to bring big returns. Advertisers are very susceptible to flattery, particularly when applied in such an ingenious manner as this.

ADVERTISERS desiring to make only a moderate expenditure are often obliged to economize in language—sometimes with curious results. One such advertiser, who wanted his announcement to end with the statement: "First come—first served," was obliged to reduce it in order to bring it within the required space to: "1st come—1st served." A Michigan reader of PRINTERS' INK sends word of a sign which he saw over the door of a country store in the Lake Superior region. It read thus: "Black, red ras straw huckle and other berries for sale here."

FOR SALE.

Advertisements under this head 25 cents a line

PREMIUMS.—Catalogue free. W. PRESCOTT PRAY, Lawrence, Mass.

\$250 buys entire outfit of small newspaper in a growing Mississippi railroad town. Cause, editor wants to preach. Address "HAM," care PRINTERS' INK.

FOR SALE.—Flourishing Massachusetts weekly, established 30 years. Advertising patronage first class. Enterprising, growing town. Price low for cash. Sample copy on application. Address "X. Y. Z.," care PRINTERS' INK.

IF YOU want to sell your Newspaper or Job Office, a Press or a Font of Type, tell the story in twenty-three words and send it, with a dollar bill, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

1,200 NAMES of all the Secretaries of the Sub Alliances in Texas for sale. The State Secretary of the Alliance has just furnished me with the above list of names which is correct up to this date. Price, \$10.00. Send cash with order. WM. F. BECK, Prop., Constitution, Weatherford, TEXAS.

PENMANSHIP PUBLICATION.—The most practical, best advertised and most widely known, self and class instructor in the world. Positive proof of these statements furnished. Its authors are penmen, teachers and business men of national reputation. Good reasons for selling. "PENMANSHIP," care PRINTERS' INK, New York City.

IT is rare that any kind of a commercial enterprise takes space in a newspaper to inform the public that no more customers are wanted. The following card from the *Utica Observer* is therefore striking:

NO MORE PUPILS WANTED in the four superior Piano and Violin departments for the present term. The next term opens

NOVEMBER 10th, 1890.

Three hundred and sixty-one paying pupils and 14 professors with assistants. Illustrated catalogues mailed free.

LOUIS LOMBARD,

Director, Utica (N. Y.) Conservatory of Music.

But the proprietors of this school doubtless recognize that in this age advertising is an essential of continuous success. Although one may have all the business he can handle at the present, there is the future to be thought of.

THE *New Haven Register* sends out the following city ordinance in the form of a circular, and states that its strict enforcement has already caused an increase in newspaper advertising:

ORDINANCE DE HANDBILLS, ETC.

BE it ordained by the Court of Common Council of the City of New Haven: No person shall distribute, throw, drop or cause to be distributed or dropped in any of the streets or public squares of said city, any posters, handbills, advertising cards, or other substance used for the purpose of advertising. Every person violating this provision shall pay a penalty of not more than twenty-five dollars for every such offense.

In Court of Common Council, read, accepted, and ordinance adopted.

Approved July 17, 1890.

HENRY F. PECK, Mayor.

A true copy of record. Attest:
EDWARD DOWNES, City Clerk.

This carries with it suggestion to other newspaper publishers.

In advertising it is sometimes necessary to sacrifice one's dignity to some extent in order to gain the reader's attention; but it seems as though the advertiser who requests you to

.....
GO TO HELL BURN'S TO BUY
..... YOUR SHORS.

goes altogether too far.

If there is any truth in the saying that there are fashions in advertising, it may be safely predicted that the coming fad is the poetical advertisement. Rhyming advertisements of all degrees of merit have come under PRINTERS' INK's notice within a comparatively short time, and the muse is

assisting in booming everything from groceries to railroads. Of this latter class the following is an awful example:

Come one, come all,
Both great and small,
And go to Chicago this Fall.
This is a rhyme—take it in time—
And go via the C. H. & D. line;
Take in Dayton, Lima, Toledo and Detroit,
For I am sure you will enjoy it.

This is put out by the Cincinnati, Hamilton & Dayton Railroad.

THE following specimen of "English as she is written by foreigners," is taken from a lot of testimonials in the advertising pages of *Graphische Kunst*, of Leipzig:

It is with real pleasure for me that I am able to tell with sincere persuasion that your machine is most praiseworthy; its self-counter works quite eminently.

DARMSTADT, 21th March. H. HOHMANN.

THE man familiar with the methods of business management prevailing in the offices of most country newspapers, finds it difficult to take seriously the essays read by certain publishers before press associations and the indignant editorials printed in their columns. Here, for example, is a clipping from the *Zellenople (Pa.) News*:

AN ADVERTISING AGENT'S CHIEF.

We are in receipt of an offer from Geo. P. Rowell & Co., advertising agents, New York, requesting us to insert a six-inch advertisement and 32 ten-line locals weekly for the enormous figure of \$16, and then that figure must be discounted 35 per cent., leaving only \$9 for the printer. The actual value of advertising offered at our lowest rates would amount to \$50.

Just so long as the weeklies of the State accept advertising at such rates, just so long will it be a hand-to-mouth existence.

Passing over the remarkable arithmetic by which the writer reaches the conclusion that \$16 less 25 per cent. equals \$9, it may be remarked that this same publisher, whose "lowest rates," as he indignantly informs his readers, are \$50, actually accepted the contract shortly afterward for \$25, or just one-half the price named as his limit. Another Pennsylvania paper, the *Beaver Falls Journal*, copies the *News'* article and adds the following sensible comment:

We are not of that class who believe in running down the legitimate advertising agency, and our dealings with Geo. P. Rowell & Co. have always been satisfactory. They are willing to pay a fair price to a good paper, pay spot cash, and control an immense amount of business. We do not blame them for insisting upon getting space in the papers they use at the lowest figures conceded to other advertisers in the same papers.

"THE PHILADELPHIA IDEA
—WAIT"

Was the editorial comment, made by *Printers' Ink*, of our advertisement of the week previous, calling attention to the edition of the AMERICAN NEWSPAPER ANNUAL for 1890, then in course of preparation, and advising those who were contemplating the purchase of a newspaper directory to wait for that work if they desired the greatest value for their money.

While we don't believe in a policy that should terminate so disastrously as that indicated in the black-lettered advertisement which appeared a few pages further on in the same issue, informing the public that some unfortunate had

Waited until it was too late,

We do believe in waiting until you have something to say before attempting to say it, and in waiting until you have accomplished something of moment before indulging in self-laudatory announcements.

We were led into this line of thought by the result of our analysis of an American newspaper directory for 1890, issued last spring, and a comparison of it with the matter prepared for the edition of the AMERICAN NEWSPAPER ANNUAL for the same year. We have, for some years, been told by those competent to judge, that we published the best book of the kind, without exception; we have not at any time been disposed to question the correctness of this opinion, but we are now convinced of the fact, and, having worked and watched and "waited" in comparative silence until we were sure of our ground, we now propose to claim the position to which our efforts justly entitle us and to support that claim by any proof that may be necessary.

We therefore present a few reasons why the AMERICAN NEWSPAPER ANNUAL is the best, and why it should be accorded the distinction of "*The Stand-*

ard Work of its Kind," the Authority on newspapers and the places in which they are published.

- 1.—Because its lists contain the names of from 300 to 500 more papers than any other American newspaper directory of the same year.
- 2.—Because it gives to advertisers about 1,000 papers which other American newspaper directories do not give, and which, being mainly good country and city weeklies, are sought for by general advertisers.
- 3.—Because it does not give the names of nearly an equal number to be found in other publications, but which, from their very nature are useless to the advertiser and of little or no public value.
- 4.—Because it has fewer dead papers in its lists than any other American newspaper directory. In the book with which the comparison above referred to was made there appear at least 276 papers which had been dead long enough to have been excluded.
- 5.—Because it is more accurate in its statements about newspapers and those who publish them, as has been proved by actual investigation. The comparison above referred to showed 842 instances in which there was a difference in the names of the editors and publishers. Reference to the papers showed that the ANNUAL was correct in 761 of them, and correspondence proved it to be right in at least 33 per cent. of the remainder.
- 6.—Because its plan of revision is better chosen and more successful and the resultant work consequently more reliable. The directory above referred to was revised, by the admission of its publishers, on a total of 5,870 reports received out of 16,000 sent out, of which but 1,453 were entirely satisfactory. The AMERICAN NEWSPAPER ANNUAL was revised on a total of at least 13,000, of which 7,610 were accepted.

- 7.—Because it gives its circulation statements in plain figures and not in enigmas, necessitating continual reference to a key ; and because having no use for a key, it does not lay itself open to giving circulation by means of a certain sign which is not given in the key (see L I against a number of papers in the catalogue in the edition of 1889 and previous years, and note the absence of any such sign in the key in the newspaper directory above referred to).
- 8.—Because the gazetteer matter contained in it is carefully selected by an experienced hand and is adapted to the purpose for which it is given ; while much of the descriptive matter of other similar publications is obsolete, incorrect and misleading, and but little of the remainder of any practical value.
- 9.—Because in addition to being a newspaper guide and gazetteer of newspaper towns, it is also a railroad, telegraph, express, and banking guide ; of use to the merchant and shipper as well as the advertiser.
- 10.—Because its special lists of class publications are fuller and more complete than those of any other American newspaper directory. Take, for instance, the list of Negro or Colored papers, one of the most difficult to compile, and consequently the kind to which the ANNUAL gives special care ; (the greater the difficulty the more thorough the work and the more accurate the result.) In the newspaper directory above referred to, for 1890, we find just 54 given ; it is noticeable that in the distinctively Negro States the list is the most meagre ; now turn to the Colored list in the ANNUAL for the same year, the strict alphabetical arrangement of its trade and miscellaneous publications enables you to do so readily,
- and you will find it gives the names of 137. Then compare the entries for the several States in the two lists, and we think our statement will be borne out. This is but one instance of several that might be mentioned.
- 11.—Because, while most other publications of the sort are issued mainly for the profit to be derived from the space devoted to advertising, the AMERICAN NEWSPAPER ANNUAL is precisely what it professes to be, a guide to advertisers and business men. To prepare a directory which should in the greatest possible measure meet their wants was the motive which prompted the undertaking ; to increase its utility has been the aim of each succeeding year ; to make its publication directly profitable has always been a secondary consideration. Consequently, while it is not unusual for other directories to devote from a third to half of their space to advertisements and other extraneous matter, the AMERICAN NEWSPAPER ANNUAL for 1890, out of a total of upwards of 1,330 pages, has about 120 devoted to advertisements—less than 10 per cent.
- 12.—Because no expense of time, money, or labor is spared to make it the best book of its kind that can be issued. It does not run on its own reputation or on that of the house that issues it ; it started with the determination to get to the top, it is there, and there it intends to remain.
- The entire work has been given a new dress, much valuable matter has been added, and it also contains a very full report of the U. S. Census for 1890. Sent, carriage paid, on receipt of the price, Five Dollars.
- Send orders by mail addressed
N. W. AYER & SON,
Advertising Agents,
Times Building. Philadelphia.

PUBLISHERS.—Sample Copies and adv. rates wanted.
J. H. GOODWIN, 1215 Broadway, N. Y.

BEATTY'S ORGANS \$35. Pianos \$130
For catalogue, address HON. D. F. BEATTY, Washington, N. J.

\$1.00 Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIAT'N, Columbus, O.

MUSIC IN THE AIR.—If you want to know whether your Piano or Organ is legitimate or bogus, send the name on it to the MUSICAL COURIER, 25 East 14th St., New York. No charge.

Advertising Sketches { Send for Catalogue
—
H. C. BROWN,
35 & 37 Frankfort St.,
NEW YORK

We would like to Talk Paint with You.
O. J. CUDE & CO.,
ADVERTISING PAINTERS,
113 6th Ave., N. Y. City.
Painted "Pearlins" for the past six years

ADVERTISERS!
FOR UNIQUE DISPLAY,
EXPERT ADVICE,
LOW RATES AND
SATISFACTORY SERVICE
on any Line of Advertising, address
AL POPE ST. LOUIS, MO.
REFERENCE:
AMERICAN BANK

TO NEWSPAPERS.

Why do some newspapers present such a better appearance than others—sharper, clearer, better printed, well defined and easy to read?

Because they use the best
STEREOTYPE METAL.

We are all attracted by a clean-cut, business-like appearance in newspapers as in individuals. Will it not pay you to use

Blatchford's Stereotype Metal?

MANUFACTURED BY
E. W. BLATCHFORD & CO.,
CHICAGO.

—WE TRY—
To Conduct the Business
OF OUR
Newspaper

Advertising Bureau

In such a manner that every publisher shall be glad to receive our orders for advertising, at the lowest price which he is willing to accept from any one; and at the same time be willing to allow our patrons every concession which can under any circumstances be permitted in the matter of choice position or editorial mention.
GEO. F. ROWELL & CO.,
10 Spruce St., N. Y.

EVERY ISSUE

OF

PRINTERS' INK

Contains matter that is

Valuable for Future Reference.

By using the new

HANDY BINDER,

Each and every issue for an entire year may be preserved in a compact and convenient form.

The numbers can be easily inserted or removed.

The Binder opens flat, like a book, and when file is completed there is no need of rebinding.

Made in cloth-covered boards, with title stamped in gilt. Sent, post paid, on receipt of 60 cts. Address the publishers,

GEO. F. ROWELL & CO., 10 Spruce St., N. Y.

Playing on Velvet!

In order to increase our circulation, we will ship to any printer in the country 5,000 sheets of our 16-page Illustrated Paper (similar to "Life" or "Puck")—eight pages printed, at the rate of \$12 per thousand, C. O. D. Our usual price is \$15 per thousand, and, in order to take advantage of this offer, at least 5,000 sheets must be taken. This is our plan, or rather the plan we suggest to you: Get some one in several of the towns of your county or district to start a paper with 500, or 1,000, or 1,500 of our sheets. We furnish them to you at \$12 per thousand, you furnish them to your patrons at \$15 per thousand (the regular price), clearing the difference—\$15 or more—or you get your own paper for nothing.

No Advertisements on Our Side.

Write for samples and circulars. We furnish either political or non-political sheets.

ATLANTIC PUBLISHING COMPANY,
35 Warren St., N. Y. City.

There's Money In It!

Have You Tried

: THE :

SPENCERIAN

STEEL PENS?

IF NOT A SAMPLE

leading numbers will be sent FREE on receipt of return postage, 2 cents.

THE SPENCERIAN PEN CO.,
810 BROADWAY, NEW YORK.

ELECTROTYPES.

2½ inches, or less, in width, as ordered.			
1	½ in. deep (or less), wood	11c.	metal 17c. each.
2	ins. "	12c.	" 18c. "
3	ins. "	14c.	" 24c. "
4	ins. "	15c.	" 27c. "
5	ins. "	17c.	" 31c. "
6	ins. "	18c.	" 34c. "
7	ins. "	20c.	" 37c. "

Special discount on large quantities.
Double column, double price.
Send pattern, prepaid, and amount of order.

E. T. KEYSER, care **PRINTERS' INK.**

PARTNER WANTED.

An unusual opportunity is afforded for a gentleman of means to embark in an enterprise wherein there are very large profits, which, with more capital invested, will bring large returns on money expended. Present proprietors do not want to part with their holdings, except for additional capital to further develop the business. It is not necessary that all the amount shall be invested at once, but only as the expanding business interests shall demand. Full particulars to the party meaning business. Address "B. H. M.," Post Office Box 161, Boston, Mass.

AUSTRALIAN. Before fixing up your advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. **F. T. WIMBLE & CO.**, 369 to 373 George St., Sydney, Australia.

EVERY STORE

THAT HAS A

Holiday Book Counter,

Can make a quick market at

HANDSOME PROFITS

By displaying our

Illustrated Books

—AND—

Toy Books in Shapes

*Give them a show
And off they go.*

The universal verdict, last season, was that

They Sold Quicker,

At Better Profits, and

None Left Over,

than any other goods.

Retail Prices range from 10 cts. to \$9.00,

and all alive and attractive.

In most sections Toy Books in Shapes have never been seen.

Catalogues and Discounts furnished on application.

E. P. DUTTON & CO.,

**31 West 23d Street,
NEW YORK.**

NEW AND UNIQUE.**The American
Home Graphic.**

A High Class

Monthly Journal.

Subscription, 50 Cents a Year.

First Number Will be Issued Nov. 5.

EXCELLENT MEDIUM

FOR

HOLIDAY ADVERTISERS.**\$15 A LINE**

Will not buy its space for advertisements of an obscene or "questionable" character, so don't send them; but legitimate advertising will be inserted at 15 cents a non-pareil line, and the advertiser will get what he pays for. Write at once for further particulars and special discounts for continuous business, submitting copy if convenient.

**THE AMERICAN HOME GRAPHIC,
743 Broadway (Scribner Building),
NEW YORK.**

**The Largest Order for Advertising
IN MONTHLY PERIODICALS**

**Ever Given in the World by a Single
Advertiser to a Single Publisher!**

ALLEN'S LISTS

receive an order for advertising amounting to
**TWENTY-ONE THOUSAND
SIX HUNDRED DOLLARS!**

No other publisher will receive this line of advertising, because, as the advertiser states: "There exist no other mediums good enough and strong enough to carry it."

Honest count wins! Results to advertisers wins! High quality of circulation wins! All-round merit wins! **ALLEN'S LISTS** have been and are paying their patrons better than any other general advertising mediums in America.

That is the reason why they are receiving the **LARGEST** patronage of any General Advertising Mediums in America.

**OFFICE OF R. W. SEARS,
MINNEAPOLIS, Minn., July 29th, 1900.**

E. C. ALLEN, Esq., Augusta, Maine.

Dear Sir—I have this day made a contract with Charles H. Fuller's Advertising Agency for five thousand lines in the advertising columns of Allen's Lists, to be used in twelve issues of mine, commencing September, 1900.

I have, as you know, advertised to a considerable extent for years, using all the best advertising mediums. I have had phenomenal returns from Allen's Lists. According to their cost they have not only paid me better, but immensely better than any other mediums, and it is for this reason that I am now able to patronize them so extensively. This heavy amount of advertising of five thousand lines in twelve issues, will be given to no other publisher and will appear in no other mediums, for the reason that my experience has demonstrated that there exist no other mediums good enough and strong enough to carry it.

Very truly yours,

R. W. SEARS.

Men Who Write Ad's



Once in a
great
while
need an
Idea
as a
starter.

If they subscribe to **The American Advertiser** they will have ideas to spare. It tells how to advertise successfully, and furnishes ready written advertisements, suited to any line. It is helpful to those who write their own ad's, to newspaper men who write ad's for customers, and to advertisement designers and compositors.

PUBLISHED MONTHLY.

\$2 a Year,
with a premium
of Two
Advertising
Cuts. \$1 for 6
Months' trial
subscription.

Sample copy
20 cents. Not
a waste word
in it.



JNO. K. ALLEN,
559 The Rookery, CHICAGO, ILL.

This Paper

is read every week by more than
TWENTY THOUSAND business
men who are interested in adver-
tising.

Every Publisher

of a newspaper, who wishes to
attract the attention of advertis-
ers, should advertise in

Printers' Ink.

To Print

and mail a thousand postal cards
costs not less than \$12.50; a
quarter page advertisement in
PRINTERS' INK is printed more
than **TWENTY THOUSAND**
TIMES, and costs but \$12.50.

Every Publisher

of a newspaper, who wishes to
attract the attention of advertis-
ers, should advertise in

Printers' Ink.

The average
Daily Circulation
of the

TOLEDO (O.)

DAILY BLADE

For week
ending Sept. 27th
was

11,758 Copies.

The smallest day was 11,250.

The largest day was 13,600.

No other daily paper in Ohio, outside of
Cleveland or Cincinnati, has so large
a circulation.

Circulation of the

WEEKLY BLADE

Last week 108,000.

For advertising rates in either edition, address

THE BLADE,
TOLEDO, OHIO.

DISCOVERY OF GOLD!



GOLD was discovered in Australia in 1851, in California in 1847, in Colorado in 1859, and in Oregon in 1861. In 1889 and 1890, those who were advertising in "Comfort" came to the conclusion that **GOLD** had been **DISCOVERED** in **MAINE** as well, and the winter of 90-91, finds them preparing to "work" the "claim" to a greater extent. Large "nuggets" are now being taken from the "mine," and the more it is "worked" the better the "yield." Advertising space for December is nearly all engaged. Rates \$2.50 per line, on a proven circulation of 500,000. At the agencies, or of **THE GANNETT & MORSE CONCERN**, AUGUSTA, MAINE.

THE REPRESENTATIVE MID-CONTINENT JOURNAL.

Always in the Lead!

The Evening Times

KANSAS CITY, MO.

~~~~~  
 PUBLISHED BY THE KANSAS CITY TIMES CO.  
 ~~~~~

First Issue, October 9th, 1890.

CIRCULATION, - - - **30,000.**

The Evening Times has met with a cordial reception, and is a phenomenal success from the start. Twenty-nine thousand three hundred (29,300) copies were printed and sold the first issue, and these figures will show a gradual and substantial rise from this time on. The new candidate for popular support has been named "The Belle of the Evening," and has fulfilled all the expectations of the reading public. It has given Kansas City what it has long needed—a bright, clean, modern, eight-page Afternoon Newspaper.

KANSAS CITY TIMES (Morning),	- - -	19,666
KANSAS CITY TIMES (Evening),	- - -	29,300
KANSAS CITY TIMES (Sunday),	- - -	32,000
KANSAS CITY TIMES (Weekly),	- - -	45,000
COMBINED CIRCULATION,	- -	125,966

A Medium of Surpassing Value for Advertisers.

THE MOST WIDELY CIRCULATED NEWSPAPER BETWEEN CHICAGO & SAN FRANCISCO.

The Kansas City Times Newspaper Co.

MORRISON MUNFORD, Pres. and Gen. Mgr.

CHAS. E. HASBROOK, Secy. & Bus. Mgr.

~~~~~  
**S. C. BECKWITH,** SOLE AGENT  
 FOREIGN ADVERTISING,

509 "THE ROOKERY,"  
CHICAGO.49 TRIBUNE BUILDING,  
NEW YORK.

MEMBER OF THE AMERICAN  
NEWSPAPER PUBLISHERS' ASSOCIATION.

CIRCULATION GUARANTEED  
LARGER THAN ANY OTHER DAILY IN TENNESSEE.

# Nashville



# Banner.

313 Church Street.

NASHVILLE, Tenn., Oct. 1, 1890.

Messrs. Geo. P. Rowell & Co.,  
Publishers PRINTERS' INK.

Gentlemen: We have arranged with Mr. C. C. Murphy, of 196 Broadway, New York City, to represent the Nashville BANNER, which fact we desire to announce through your journal. Files of the BANNER will be kept at his office and contracts for advertising can be made with him upon the same terms as with the home office.

Advertisers can transact their business through him or direct with the home office, as suits their convenience.

General Newspaper Advertising Agents will continue to make their contracts direct, and neither their commissions nor business relations will be disturbed or changed because of this arrangement with Mr. Murphy, as special representative. We appreciate the usefulness to publishers of the General Agents, and prefer even closer relations with them than otherwise. The very fact that special representation, as adopted by the majority of papers, is productive of antagonisms with General Agents, has heretofore operated to keep the BANNER from securing any special representative.

The Daily BANNER is undoubtedly the best afternoon journal in the South, and has no superior in the United States as an evening newspaper. Advertisers can compare it with other afternoon papers, and determine for themselves whether or not this assertion is true.

*The Net Average Daily Circulation for September was*

## 8,452 Copies.

All papers are sold outright to News Agents and News Dealers without the privilege of returning copies, which is not the case with other Tennessee dailies; and this fact should be considered when comparing the circulation statements of the BANNER with other dailies.

Monthly, quarterly and yearly statements, showing the number of BANNERS issued and sold each day, are regularly sent to all Advertising Agents, and contracts are taken with the guarantee of the accuracy of these statements. Advertisers can have them upon application, and affidavit will be made as to correctness when wanted by those desiring the solemnity of an oath. Our mailing room, pressroom, route and subscription books are always open to inspection.

The total average daily circulation of the BANNER is larger than that of any other Tennessee daily, and its circulation in the city of Nashville is 2,000 larger than that of any other Nashville paper. These assertions we are prepared to prove.

Respectfully,  
A. L. LANDIS, Jr., Business Mgr.

BANNER PUBLISHING CO.

Before accepting the representation of the above paper, I made a personal examination of the BANNER's circulation books, and can certify to the accuracy of their statements. I also was impressed most favorably while there with its popularity, which was plainly noticeable; hence I have no hesitancy in indorsing every word Mr. Landis says above.

C. C. MURPHY.



# A Test of Printers' Ink.

## Free to All Advertisers.

Send your address on a postal-card, or in a letter, and receive a copy of the November issue of *THE HOME-MAKER* *free of charge*. The Magazine received will well repay you for the trouble. You will learn something you don't know, unless you are one of those who know it all, and your sister, cousin or your aunt, if not a subscriber now, will be glad to read it.

The proprietors of *THE HOME-MAKER* have made a thorough change of management and methods in this magazine, and we want advertisers to know what we are doing.

We reach over 50,000 different households every month, and now have out, at an enormous expense, an army of **over 2,000 experienced traveling agents**—**taking subscriptions exclusively for our Magazine**—all over the country. This, together with other extensive plans we are operating, will greatly add to our large subscription list.

*To-day there is no better publication to contract with for advertising space, nor any so certain to increase its subscription list so quickly, and consequentially its advertising rates, as THE HOME-MAKER.*

Present advertising rates very low.

*"A word to the wise is sufficient."*

## THE HOME-MAKER, Union Square, New York.

"The women of the United States constitute 85 per cent. of the buyers of all goods consumed by families and in the household."

The HOME-MAKER subscribers are women; women read and study advertisements where men do not notice them. The way to reach the household is through the women, though the serials, short stories and articles of general interest in *THE HOME-MAKER* are read by the gentlemen as well as by the ladies in the families where it is taken.

## Some advertisers are odd.

We found one who will not give us a contract (that's very odd) for the odd reason that our prices are fixed and we never cut them. (Unfortunately, that's odder than it should be among publishers.)

"But in making a fixed rate we've made it low," said we.

"That don't make any difference to us. We never make a contract unless we get a cut price. If you will not give us a special price there is no use talking longer," was the answer.

## We stopped talking.

We are odd enough ourselves to refuse to ask a higher price than our rates in order to cut it.

We shall probably never get that order. Certainly not until the advertiser changes his methods. He certainly will have to pay a great deal more to reach our 260,000 homes, and will have to work a great many different ways to do it. Even then he cannot get the valuable part of the advertising which our papers give—the indorsement.

And yet the article he advertises would go first rate with our readers.

**How is it with you ?**

**Have you anything they would buy ?**

**If so, hadn't you better take the best  
way to tell them about it ?**

**Sunday School Times.**  
PHILADELPHIA.

Presbyterian.  
Lutheran Observer.  
National Baptist.  
Christian Standard.  
Presbyterian Journal.  
Ref'd Church Messenger  
Episcopal Recorder.  
Christian Instructor.  
Christian Statesman.  
Christian Recorder.  
Lutheran.

BALTIMORE.  
Baltimore Baptist.  
Episcopal Methodist.



**The  
Religious  
Press  
Association,**  
Chestnut  
& Tenth Sts.,  
Philadelphia, Pa.  
(Mutual Life  
Building.)

# WIVES AND DAUGHTERS.

A MONTHLY JOURNAL,

Devoted to the interests

Of Wives and Daughters.

CONDUCTED BY

Mrs. JOHN CAMERON,

Assisted by

Miss Ethelwyn Wetherald.

PUBLISHED FOR THE PROPRIETORS BY

The London (Can.) Advertiser Printing & Publishing Co.

The minimum regular monthly circulation, each issue

❧ 40,000 Copies, ❧

GUARANTEED, if necessary, ON AFFIDAVIT.

## Wives and Daughters

will be read by women in every part of Canada, many parts of the United States, and to a considerable extent elsewhere.

## WIVES AND DAUGHTERS

will aim to be on the side of whatever is highest and best in women's work and women's aspiration. Objectionable advertisements not inserted at any price.

ADVERTISING RATES, at present, 30c. per nonpareil line for single insertions; per annum, \$3 per line.

REFERENCES, as to likelihood of all business promises being carried out to the strictest letter, are permitted to Erastus Wiman, New York.

Specimen Copies sent on application.

Correspondence solicited from Advertisers and Advertising Agents.

Address all communications,

WIVES AND DAUGHTERS,

Care LONDON ADVERTISER PRINTING AND PUBLISHING CO.,  
LONDON, CANADA.



Address

W. D. Wilson Printing Ink Co. (L't'd),  
140 WILLIAM ST., N. Y.

# THE HOUSEWIFE

Handsomely Illustrated and Devoted to



Fiction,  
Fashion,  
Flowers,  
Fancy Work,  
Home Decoration,  
Art Needlework,  
Stamping,  
Painting,  
Designing,  
Cooking,  
Housekeeping;  
In short, everything per-  
taining to  
Woman's Work and  
Woman's Pleasure.

## The Housewife Subscription List,

Owing to very liberal advertising, will soon reach the **200,000** mark. Line rate will then be advanced to **\$1.00**. Send in your orders now and get the benefit of the present low scale of prices.

**PRESENT ADVERTISING RATES.**—Ordinary displayed advertisements, **80 cents** per agate line.

**DISCOUNTS.**—3 months, or 100 lines, 5 per cent.; 6 months, or 250 lines, 10 per cent.; 12 months, or 500 lines, 20 per cent.

**COVER RATES.**— $\frac{1}{4}$  page (170 lines), **\$100.00**;  $\frac{1}{2}$  page (340 lines), **\$175.00**; 1 full page (680 lines), **\$300.00**.

**COVER DISCOUNTS.**—3 mos., 5 per cent.; 6 mos., 10 per cent.; 12 mos., 20 per cent. Bills payable monthly. Cash with order from advertisers unknown to us.

**HOUSEWIFE PUBLISHING CO., 111 Nassau St., New York, N. Y.**

Advertisements accepted through any responsible Advertising Agency.

**300,000 EACH WEEK!**

# The American Rural Home

OF ROCHESTER, N. Y.,

EXCELS ALL OTHERS

*As an Advertising Medium.*

## WHY?

**Because** it is an established paper of twenty years' standing.

**Because** it is read each week by many thousands who take no other paper.

**Because** its practical agricultural and family departments have made it a household necessity to every rural family, and every member reads it thoroughly.

**Because** it has the largest circulation of any paper of its class in America.

# THE AMERICAN RURAL HOME

WILL ISSUE

**300,000 Copies!**

**Three Hundred Thousand Copies Each Week!**

**From NOV. 1, 1890, to JUNE 1, 1891.**

**ADVERTISING RATES.**—DISPLAY—\$1.00 per agate line each insertion.

**READING NOTICES.**—Nonpareil type, \$1.25 per count line each insertion.

**A. FRANK RICHARDSON,**

13, 14 & 15 Tribune Building,  
NEW YORK.

317 Chamber of Commerce,  
CHICAGO.

# THE \$3 LIST!

## Bargains in Advertising IN Daily Newspapers

IN  
Many Principal Cities and Towns.

Advertisers may select any 50 or more Dailies from the list at a cost of \$3 per inch, a month, per paper; and the advertisement will be also inserted gratis in the Weeklies of the Dailies, as named in the catalogue.

A one-inch advertisement inserted one month in the *entire list* (including 287 Dailies and 260 Weeklies) costs \$750. For three months, \$2,250, less 10 per cent., or \$2,025 net. The combined monthly issue of the Dailies is 9,069,800 copies, and of the Weeklies, 2,159,000 copies.

Advertisements are forwarded the day the order is received, and *prompt insertion is guaranteed.*

For any selection of less than 50 of the papers approximately low figures will be given on application.

**THE LIST WILL BE SENT FREE,**

UPON APPLICATION TO

GEO. P. ROWELL & CO.,  
Newspaper Advertising Bureau,  
10 SPRUCE ST., NEW YORK.

## NEWSPAPER A BOOK —OF— ADVERTISING 256 Pages, Contains:

DAILY NEWSPAPERS IN NEW YORK CITY, with Advertising Rates.

DAILY NEWSPAPERS IN CITIES OF more than 150,000 population.

DAILY NEWSPAPERS IN CITIES OF more than 30,000 population.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

ONE NEWSPAPER IN A STATE: the best one for an advertiser.

STATE COMBINATIONS IN WHICH ADVERTISEMENTS are inserted at half price.

A SMALL LIST TO ADVERTISE EVERY section of the country: a choice selection, made with great care, guided by long experience.

LARGEST CIRCULATIONS. A COMPLETE List of all papers issuing regularly more than 25,000 copies.

NINE BARGAINS IN ADVERTISING FOR experimenters.

BARGAINS IN ADVERTISING IN DAILY Newspapers in many cities and towns; offers peculiar inducements to some advertisers.

CLASS JOURNALS. AN EXTENSIVE List of the very best.

6,564 VILLAGE NEWSPAPERS—more than one-half of all the American Weeklies—in which advertisements are inserted for \$48.75 a line and appear in the whole lot.

Book sent to any address for

**THIRTY CENTS.**



## American Newspaper Directory

FOR

# 1890.

Twenty-second Annual Volume.

Fourteen Hundred and Fifty-two Pages. Price, FIVE DOLLARS.

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription Price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the Names of all Papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable Tables and Classifications.

Sent to any address on receipt of price, by

GEO. P. ROWELL & CO.,  
PUBLISHERS,  
(Newspaper Advertising Bureau),  
10 Spruce St., New York.

If YOU WISH  
to Advertise  
Anything  
Anywhere  
at Any time

WRITE TO

GEO. P. ROWELL & Co.

No. 10 Spruce Street,

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## Miscellanies.

**Arnicus**—How did that batch of jokes you wrote in violet ink come out?

**Spacer**—It came back as I sent it—in violet.  
—*Town Topics*.

It isn't agreeable to hand one of your jokes to the foreman of the composing room, and have him ask: "How many times is this to go in?"—*Texas Siftings*.

**Meigs**—I see that ambitious young Rush has got his name in the paper this morning.

**Graytor**—Indeed! What was he cured of?  
—*Puck*.

**Editor Shackelford**, of the *Oglethorpe Echo*, boldly asserts that he is never without soap. Well, there have been a great many changes since the war.—*Atlanta Constitution*.

**Society Lady**—Almost every author gives a definition of poetry. Now, what do you consider poetry to be?

**Literary Man**—Something that it is almost impossible to sell.—*Town Topics*.

It is said of the eight hundred convicts in the Kansas Penitentiary that not one is an editor. But just wait till the poor-house statistics are published.—*Marion (Kan.) Record*.

"I may add," said the solicitor, to the man who seemed about to subscribe, "that we are about to commence a series of African sketches to run a year."

"Don't want it!" exclaimed the other with emphasis.—*Munsey's Weekly*.

**Paragrapher**—Just look over that column of stuff. The paper is making a specialty of small reading advertisements interspersed with my jokes.

**Friend**—Ah, yes. Which are the advertisements and which are the jokes?—*America*.

**It Was, Perhaps, Deserved.**—Amicus: Why are you so angry at having your poem reproduced in that paper?

**Great Poet**—Because the editor has appended a note to it, saying that he produces it not on account of its merit, but to show the kind of rot a man with an established reputation can get accepted.—*Life*.

**Mrs. Riverside Rives** (*nee* Cleever)—You don't mean to tell me that Stuyvesant Van Knicker is really engaged to that Miss Brown? I wonder at his taste—a girl of absolutely no family.

**Mr. Rives**—That is very true, dear; but you know she is really very pretty; and as for family, perhaps your papa might remedy that. I believe he used to advertise "families supplied."—*Exchange*.

**A Heavy Blow.**—Devoted Wife: Mercy! What's the matter?

**Struggling Author** (with a gasp)—It's all over, all over! My dream of fame and fortune has ended! I'll be nothing but a nobody, after all.

**Devoted Wife**—Horrors! What has happened to your book?

**Struggling Author** (despairingly)—The Postmaster-General has refused to suppress it.—*Exchange*.

The high price of ice provokes so many jokes that you will find an ice wag-on nearly every paper.—*Texas Siftings*.

A country paper announces that eggs are picking up. This shows remarkable precociousness on the part of the eggs.—*Broomer Republican*.

**That Settles It.**—"Is that new novel really as bad as you say it is?"

"Certainly! Why, my dear fellow, it is going to be dramatized!"—*Puck*.

"John," said the journalist's wife, as he came home with a black eye, a cut nose and a bandaged jaw, "where on earth did you get that display head?"—*Washington Post*.

**Hard to Understand.**—Office Boy: The editor wants the proof of his editorials.

**Proofreader**—What for?

**Office Boy**—He wants to read 'em.

**Proofreader**—Humph! No accounting for tastes.—*New York Weekly*.

**Proprietor** (to managing editor)—What kind of work is that new humorist turning out?

**Editor**—Oh, he's a genius. He's been here two weeks now and hasn't written one ice joke.—*Munsey's Weekly*.

"What do you intend to do with your boy, Tom?"

"I'll try to make him editor of a daily newspaper."

"Good! Has he shown any literary tastes?"

"No; but I have never known him to be satisfied with anything in his life!"—*Puck*.

**Minister's Wife** (Sunday morning)—

Is it possible, my dear, that after all you have said about Sunday newspapers, you are reading one?

**Minister** (very much hurt)—You ought to know me better than that, Maria; this is last evening's paper.—*The Epoch*.

"These newspapers are very dull," exclaimed Yumer, as he threw a pile of exchanges aside. "I don't see any use for their existence."

"Dull, are they?"

"Yes; not one of them has copied a joke of mine for a week."—*Smith, Gray & Co's Monthly*.

**A Successful Authoress.**—Returned Tourist: By the way, Mrs. De Beauti, I have not seen your charming daughter since my return. When I left she had determined to submit her first novel to the *Heighon Magazine*. Has she been successful in her literary aspirations?

**Mrs. De Beauti**—Perfectly. She married the editor.—*New York Weekly*.

**Secrets of Greatness.**—Ambitious

Youth: Father, I am unwilling to go through life a nobody. I wish to leave a name. I long to breathe the sweet atmosphere of fame. I am resolved to become great. Will you advise me?

**Wise Father**—With pleasure. The foundation of greatness is a good education.

**Ambitious Youth**—I am laying it.

**Wise Father**—Next, you need industry and good habits.

**Ambitious Youth**—Yes. What else?

**Wise Father**—Always be polite to newspaper men.—*Good News*.